ECHO
DIGITAL ECOSYSTEM

EASY, **C**ONNECTED, **H**UMAN, **O**PEN

A DIGITAL ECOSYSTEM

An idea by SIPA has led to the creation of **Echo**, the **digital ecosystem** that connects people, organizations and resources in an interactive environment for creating and exchanging incredible amounts of information. At the centre of this new model of Industry 4.0 there is not just the customer - understood as the company - but also the individual people within the company itself: they all participate in the intensive co-creation of value, the transfer of knowledge and the sharing of skills that help the system to live and grow. Echo is a **hyperconnected** environment, where the customer is also the supplier, actor and main user, all at the same time.

But there is more: it is above all an **open system** where both the partner and the developer can give vital input for creating new applications and contents, like in an actual digital incubator.

For SIPA, digitization becomes a means and not the end of the new **Industrial Revolution**, the **Digital Revolution**, where the keywords are **transparency**, **accessibility** and **usability** of useful and essential information in an ecosystem that is fully **optimized** in terms of time, resources and economy.

OUR ECO₂ PLAN

SIPA's philosophy is to guarantee technologies and use procedures that are environmentally friendly and affordable for the customer, in order to give a future to a new sustainable business model: the **ECO$_2$**. With this program the company operates exclusively within an Ecological and Economical perspective and implements specific production measures that reduce waste. Specifically, it focuses on **Resin Recovery and Recycling**, **Energy Recovery** and the **Optimization of Logistic Spaces** along the entire production line for pre-forms, blow molding and the filling of PET containers.

Thanks to its smart and simplified approach, **Echo** is a digital ecosystem that is completely ECO$_2$ - ecological and economical - designed and organized for the reception and sharing of Lean Data.

ECHO, A TECHNOLOGICAL DIGITAL PLATFORM

Digitization is a process done by people, for people.
Every day we are immersed in an incredible flow of data that we do not use or that are not aimed at our interests and needs. **Echo** is a technology platform that enables sharing economy concepts and gives the customer access to a large amount of

targeted information in real time: functions, applications and solutions that interact with the data, connecting the entire ecosystem to actively create **value**.

Echo goes beyond the concept of the technical portal: it becomes an interchange ecosystem between SIPA, the customer and other customers. The internal areas of the ecosystem are personalized according to the user profile, shaped based on interests, the type of SIPA technology installed, and the type of product being processed. In this way, the ecosystem creates a direct communication channel with the customer.

Below are some examples of functions and thematic areas that will be available on the new platform.

Customer Lounge is the most important area of Echo: it collects the main information and data from the machines and transparently shares the information exchanged between SIPA and the customer.

It is a new customer-experience concept built directly around the user, where the info is contextualized and usable with a simple click. This service is tailored to the SIPA installed base and revolves around both the type of product being processed and the customer's production needs. Thanks to machine **data sharing**, the ecosystem allows users to be profiled in order to offer the services they need to improve their production targets, such as maintenance operations and technological improvements for systems or new products, beside making all the offers requested and received traceable and visible, identifying machine problems, requesting technical interventions, and always having user's manuals available online, with pre-loaded spare parts lists to optimize the **supply chain**. But there is more: by **benchmarking** operating modes against market standards - for example, comparing machine efficiency **KPIs** with industry benchmarks -every single task can be analyzed with respect to the goal of producing bottles in the most efficient way possible.

Like in a real living room, the **Customer Lounge** is a virtual place where each user will need no more than a click to comfortably retrieve all information they need to solve problems efficiently and rapidly: SIPA's dedicated, personalized consultation system addresses and meets every customer's needs.

CUSTOMER LOUNGE

Echo is an open system where the coming together of demand/supply is facilitated and commercial relations between manufacturers and suppliers are simplified in a truly innovative way.

With **Sharing Capacity**, each manufacturer of PET bottles/containers makes their potential production capacity available to other users, addressing the needs of potential customers. This makes it possible to **save** time and resources, **optimize** costs, and establish **new business relationships** in a network built on trust and free trade. In such an ecosystem, where everyone is interacting for both their own and the overall growth of the community, the economy becomes sustainable and intelligent.

SHARING CAPACITY

In Echo, the customer is also a supplier within the ecosystem because they have the option to purchase and sell spare parts for SIPA machines according to sharing economy principles.

The new platform allows people to meet online, speeding up the purchase and sale of products or services. This enhances market value due to the economic and experiential advantages in terms of convenience and efficiency for the individual user.
The goal of the **Virtual Market Place** is to remove intermediaries in trade and thus reduce system costs and waste, simply by stimulating open and free **sharing among users**.

VIRTUAL MARKET PLACE
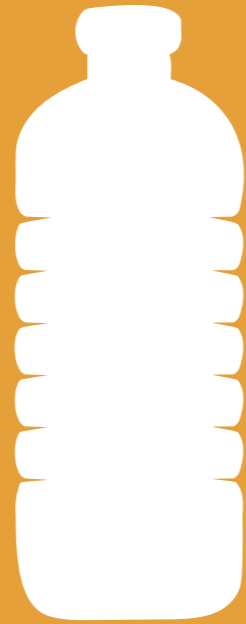
With the Packaging Design area, SIPA emphasizes the sharing of packaging experiences to generate high value for the customer.

Alongside its company offering, SIPA has always distinguished itself in the market for its strong focus on the design of bottles, which are becoming more and more attractive. **Thanks to Echo, new design inspirations will come from the Web.**

SIPA changes the way the company interacts with its customers: the idea is to take advantage of the inputs from the digital community, turning them into new competitive solutions for everybody. With a free sharing of packaging experiences the company proves to be able to receive and incorporate packaging trends, thus generating great value for the customer who materializes this advantage during production.

Echo Packaging Design is a digital space where statistical data on pre-forms and bottles are structured into an open database, to be used while searching for new PET container solutions. Users can bring their experiences together and describe the latest packaging developments, thus sharing new design trends for bottle shape, weight, performance and sizes for the various intended uses (e.g. water, juice, etc).

Echo Packaging Design is a comprehensive tool, allowing an efficient **benchmarking process** to be carried out on a **global scale**. A technological revolution in PET industry.

PACKAGING DESIGN

In Echo, the customers have a virtual space entirely at their disposal for training on products and services and for learning more about the use of SIPA machinery.

With **Online Training** everybody can learn about production systems, methods and concepts both for **technical updates** and for increasing the personal level of **skills** already acquired. SIPA provides customers with all the tools they need to efficiently **compete** on the market.

TRAINING ON LINE

Sharing means community, especially in the virtual environment.

In the **Echo** ecosystem, this aspect takes on great significance because it is through comparison that **content of value** is created: exchanging of **opinions** on products, transfer of **materials** and **discussion** among the users or between users and companies help to create a virtual meeting point where people come together to express **ideas**, talk about business issues and find **solutions**.
It is the digital development of the market and of social interaction 4.0.

FORUM

In the Digital Revolution, users are constantly immersed in a flow of information that they can access through their mobile devices.

Echo can interact directly with the person, presenting personalized **news of interest**, sending **targeted data** and capturing attention with **dedicated inputs**, built on content that is valuable for them.

Personalization is the key to hyperconnection, and in Echo each customer finds a custom-built environment that reflects their needs in a simple, fast and intuitive way.

NEWS

A NEW CUSTOMER EXPERIENCE BY SIPA

For 30 years **SIPA** has been designing, manufacturing and marketing worldwide a range of technologies for the production, filling and secondary packaging of PET containers, from pre-forms to the final product, for beverages, foods, detergents, cosmetics and pharmaceuticals.

SIPA is highly specialized and offers a wide range of products that includes production machinery for pre-forms as well as single- and two-stage bottle production systems (for both rotary and linear blowers), filling monoblocks and product preparation systems, along with a full range of robotics and palletizing machinery. SIPA also produces injection moulds for pre-forms and blowing moulds, providing its customers with a variety of bottle design services, CAD simulations and container prototyping.

SIPA also actively works in the field of innovation: the company has leaned toward technological and digital innovation since its establishment. With a vision oriented to the immediate future, "*Factory 2030*" is SIPA's goal in an Industry 4.0 perspective for digitizing the company and keeping its customers competitive on the market. A new customer experience is possible.
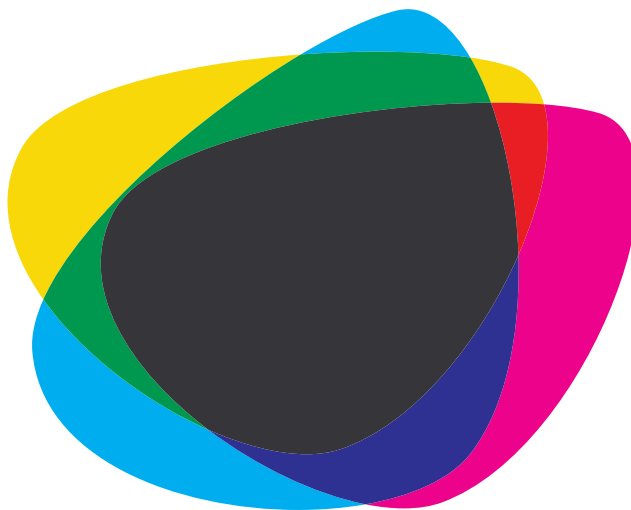
SIPA

SIPA S.p.A. - Via Caduti del Lavoro, 3 - 31029 Vittorio Veneto (TV) Italy
Tel. +39 0438 911511 - Fax +39 0438 912273 - www.sipa.it - sipa@zoppas.com